

Message Text

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SUBJECT: ETWTC MARKET RESEARCH PROGRAM

USDOC FOR BEWT/ABRAHAMSON

VIENNA FOR EWTC

REF: VIENNA 0226

1. COMMERCIAL OFFICE NOTES INTENTION OF MARKET RESEARCH OFFICER WHELAN TO VISIT MOSCOW FOR DISCUSSIONS WITH SOVIET OFFICIALS AND COMOFF STAFF ON COMPREHENSIVE MARKET STUDY OF USSR. AS BEWT AND EWTC AWARE, WE HAVE IN PAST ENCOUNTERED PROBLEMS IN CONDUCTING MARKET RESEARCH PROGRAMS IN USSR. MEETING SCHEDULED FOR FEBRUARY 1975 IN MOSCOW BETWEEN U.S. AND SOVIET MARKET RESEARCH GROUPS WILL HOPEFULLY RESULT IN AGREEMENT REGARDING MODALITIES FOR CONDUCTING FUTURE STUDIES OF THIS TYPE.

2. WE SUGGEST THAT U.S. SIDE PLAN TO RAISE PROPOSED WHELAN STUDY DURING FEBRUARY MEETING AS EXAMPLE OF TYPE OF MUTUALLY-ADVANTAGEOUS MARKET RESEARCH WHICH U.S. SIDE SEEKS TO CONDUCT. FURTHER SUGGEST THAT MRO WHELAN PREPARE LIST OF DESIRED CALLS WHICH CAN BE GIVEN TO SOVIET SIDE AT THAT MEETING AND THAT PLANS FOR WHELAN TRIP BE HELD IN ABEYANCE PENDING FEBRUARY DISCUSSIONS.

STOESSEL

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